

## Who we are: A statistical snapshot of 21<sup>st</sup> Century Australia

Based on our national surveys and combined with our demographic analysis we have compiled this snapshot of Australia in 2008.

### **We've got big cities**

If Sydney was in the US, it would be their 2nd largest city after New York (8.2 million).

### **And we like Melbourne**

If Melbourne (3.7 million) were in the USA it would be their 3<sup>rd</sup> largest city after Los Angeles (3.8 million).

### **But we're obsessed with Sydney**

The population of Sydney (4.2 million) is as large as the entire population of New Zealand. 1 in 5 Australians are Sydneysiders!

### **We're still growing**

Last year Australia's population grew by a record 307,100 people (natural increase plus net migration).

### **But we're hardly rank in the world's population**

Australia's 21.1 million accounts for just 0.32% of the global population (6.6 billion).

### **Even the Kiwis love us**

The number of expat New Zealanders working in Australia is so large that their number (316,023) would rank as New Zealand's 3<sup>rd</sup> largest city (after Auckland and Christchurch).

### **But we also work globally**

The number of Australians working overseas (290,200) is larger than the number of people living in Hobart (205,600) or Darwin (114,400).

### **We're older than ever**

Australia's national median age is 37, compared to just 29 in 1983.

### **And we're living longer than ever**

The life expectancy at birth today is 78 for a male and 83 for a female.

### **We're marrying later**

The median age at first marriage is 30 for a bride and 32 for a groom.

### **We're also having children later**

The median age of mother at birth of first child is 31.

## **And fewer of them**

The current total fertility rate is 1.8 babies per woman compared to a record 3.55 in 1961.

## **We like Jack**

Our current #1 baby name is Jack (given to 2333 boys in 2007). Jack is also one of our top 5 dog names!

## **And Ella**

Ella is our current #1 girl's name (given to 1673 girls) with Emily #2.

## **We carry lots of plastic**

More than 7 in 10 adult Australians have a credit card and 2 in 10 have more than 3.

## **But not much cash**

An adult Australian has on them, in cash, at any point in time, an average \$52.74.

## **Our homes are getting bigger**

In 1970 the average Aussie home was 115m<sup>2</sup> compared to 289m<sup>2</sup> today.

## **But our households are getting smaller**

In 1970 the average household contained 3.3 people compared to 2.5 today.

## **We buy lunch out**

Only 4% of workers take their lunch each day, with over half of us spending at least \$20 a week (that's at least \$1000 a year).

## **But eat it at the desk**

The most common destination for Aussie workers to eat lunch is at their desk (28% of all lunches consumed).

## **We don't like voting**

Only 43% of us enjoy exercising our democratic right to vote.

## **But we like being told to do it**

71% believe that voting should remain compulsory.

## **We earn more**

In gross terms our weekly earnings have increased three-fold since 1983 (from \$323 to \$1000).

## **Yet we can afford less**

Over this same 25 years, housing prices have increased more than eight-fold (from \$60,000 to \$500,000).

## **We love our work**

73% of Aussie workers would still work even if they won the lottery.

**But we want to keep a balance**

80% of workers state that work-life balance is essential to their career.

**We move jobs more frequently**

Voluntary turnover is at an all-time, annual high of 13.6%.

**But demand promotions more quickly**

86% of new employees expect a promotion within 2 years.

**In short: we're Aussie**

Over 50% of the population continues to regularly use as a greeting "G'day".

**Yet global**

Half of Australians regularly use the greeting "Hi Guys".

Source: McCrindle Research, ABS

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